Product Line Brief **For Sales Personnel Only**

Apple Macintosh Desktop Computers

Macintosh Color Classic

Product Description

This next-generation Macintosh® Classic® has a high-quality Sony Trinitron® color display in a redesigned Classic form.

Positioning

The most affordable Macintosh now has color.

Key Selling Points

- **Vivid high-quality color** is provided with a built-in 10-inch Trinitron display. The Color Classic supports 256 colors, expandable to 32,768 colors.
- **Expandability** options allow the Color Classic to grow and adapt to users' needs. Standard memory is 4 megabytes, expandable to 10 megabytes. The LC Processor Direct Slot can hold an Apple® IIe Card or Ethernet card. And expandability in a Macintosh Classic has never been easier: the Color Classic provides easy access to the logic board.
- **Ease of use** is better than ever with this newest Macintosh Classic. Screen contrast and volume controls are right in front; the power switch is on the keyboard; there's a built-in microphone; and system software comes already installed on every unit shipped.
- **Small size** means that the Color Classic uses little desk space and is easy to transport.

Prospects

The Macintosh Color Classic is ideal for home offices, dorm rooms, small businesses—anywhere someone needs a computer that's easy to set up, easy to transport, and doesn't take up much desk space.

Q&A

Is the small Classic product design still viable?

Yes. Our Classic customers have told us that they especially value the small size and transportability of the Classic design. And sales indicate that the Classic line is one of the most viable product lines we have.

Is the LC Processor Direct Slot (PDS) now a standard for entry-level Macintosh computers?

Because of the popularity of the Macintosh LC and LC II systems, many third-party developers have created expansion cards based on the LC PDS. Rather than introduce a new expansion slot, we decided to put an LC PDS in the Color Classic so that buyers can take advantage of the many LC cards already available.

Does the Macintosh Color Classic replace the Classic II?

No. The Classic II will stay in production and be available in certain markets as long as demand continues. Above all, people buying computers want the lowest possible cost. The Macintosh Classic II is an excellent computer and is still the most affordable Macintosh computer.

Can a Classic be upgraded to a Color Classic?

No. Our philosophy is to provide an upgrade path for our customers when it makes sense. Given the color technology and the new features of the Macintosh Color Classic, an upgrade package for the

Macintosh LC III

Product Description

The Macintosh LC III shares the same slim-line design as the Macintosh LC II, but the Macintosh LC III offers even more speed, memory expansion, display options, and color capabilities.

Product Positioning

Apple's fast, versatile, and affordable slim-line Macintosh that grows with your needs and offers you a choice of display options.

Key Selling Points

- **Almost two times the performance** of the Macintosh LC II. With a 25-megahertz 68030 processor, 32-bit data bus, and optional math coprocessor, the Macintosh LC III provides the power needed for computation-intensive applications such as graphics and spreadsheets.
- **Support for larger monitors and more colors.** With a full complement of video RAM, the system can render 32,768 colors on the Macintosh Color Display, 256 colors on the Macintosh 16-inch Color Display, and 256 grays on the Macintosh Portrait Display.
- **Expandability** up to 36 megabytes of RAM lets users run more programs simultaneously. There's also an LC Processor Direct Slot for special-purpose expansion cards, such as the Apple Ethernet LC Card or the Apple IIe Card.

Prospects

Performance, versatility, and affordability make the Macintosh LC III perfect for a broad range of customers. The system is eminently suitable for tasks ranging from general business and student projects to sophisticated accounting and desktop publishing. Combined with the Macintosh Portrait Display, which lets users work with a full page of text, the LC III becomes an attractive option for a word-processing station. With an Apple IIe or Ethernet card, it fits right into K–12 or university environments. An LC III configured with a Macintosh 16-inch Color Display is an ideal system for working on multiple tasks at the same time.

Q&A

How is the LC III different from the LC II?

The LC III has a faster processor (25 MHz versus 16 MHz), an optional math coprocessor, a wider data bus (32 bits versus 16 bits), and greater memory expandability (36MB versus 10MB). It also supports more colors (32,768 on the Macintosh Color Display versus 256) and larger monitors (including the Macintosh Portrait Display and the Macintosh 16-inch Color Display).

Does the LC III have a Processor Direct Slot (PDS)?

Yes. Its 114-pin PDS is compatible with the Macintosh LC and LC II PDS.

Does the LC III obsolete the LC II?

No. Customers who want a low-cost color personal computer in a slim-line design will opt for the Macintosh LC II, while those who need higher performance, a wider choice of monitors, more colors, and greater memory expandability will choose the Macintosh LC III. The LC II will coexist with the LC III until customer demand for the

Macintosh Centris 610

Product Description

The Macintosh Centris™ 610 is the most affordable system in the Macintosh Centris line. It supports all Apple displays, can be configured with on-board Ethernet, and offers internal storage options that include a CD-ROM drive.

Positioning

Apple's most affordable 68040-based Macintosh, in a low-profile design.

Key Selling Points

- **The most affordable 68040-based Macintosh** offers exceptional processing power for demanding professionals and business users.
- **Fast performance and disk access** are provided by a 68040 processor and the same high-speed SCSI interface used in Macintosh Quadra™ systems.
- **The right amount of flexibility** for mainstream professionals and business users is provided by the system's support for all Apple displays and most VGA and SVGA monitors; RAM sockets for expansion to 68 megabytes; optional on-board Ethernet; an internal expansion bay for a CD-ROM drive, SyQuest drive, or magneto-optical drive; and an expansion slot that can hold a PDS or 7-inch NuBus™ card (adapter required) for video capture, graphics acceleration, networking, and other tasks.

Prospects

The Macintosh Centris 610 is perfect for people who want a highly responsive computer but don't want to pay for extra expansion slots they don't need. This includes mainstream users in businesses and educational institutions of every size, who want to effortlessly calculate complex spreadsheets, work with detailed graphics and presentations, produce chart-intensive reports, and handle other equally demanding projects. They'll find the Macintosh Centris 610 a fast and flexible personal computer that can be configured to—and grow with—their needs, making it an excellent investment for the future.

Q&A

Does the lack of a floating-point unit (FPU) limit performance?

No. An FPU does allow certain types of applications (primarily technical programs) to execute faster, but business applications such as spreadsheets, databases, and word processors don't require an FPU to perform well. The Macintosh Centris 610 actually delivers up to two times the performance of Macintosh IIvx and IIci systems.

Can a SyQuest or Bernoulli drive be added to a Macintosh Centris?

Our testing has shown that there's enough power and room to support most 5.25-inch devices. You should contact the provider of the device for the proper mounting bracket, bezel, and power specifications.

What is the 040 Processor Direct Slot used for?

Third-party developers offer cards such as accelerators that plug directly into the PDS or plug into an adapter the developer supplies. The PDS can also be used for Apple's optional NuBus adapter. This allows customers to install any 7-inch NuBus card, such as a video, Ethernet, or other specialized card.

Macintosh Centris 650

Product Description

The most powerful and expandable system in Apple's Macintosh Centris line, the Macintosh Centris 650 supports all Apple displays and offers three NuBus expansion slots.

Positioning

Apple's highest-performing and most expandable Macintosh Centris.

Key Selling Points

- **Performance** is foremost in the Macintosh Centris 650. It offers as much as 2.5 times the speed of a Macintosh IIci or IIvx. It features a 25-megahertz 68040 processor and the same high-speed SCSI interface used in Macintosh Quadra systems. An FPU is optional and will further boost system performance.
- **Flexibility** makes the Macintosh Centris 650 ideal for a wide range of computing needs. It supports all Apple displays as well as most VGA and SVGA displays. With additional video RAM, it can display up to 32,768 colors. Optional on-board Ethernet support makes high-speed network access easy. An optional internal CD-ROM drive provides direct access to vast amounts of text and graphic data.
- **Expandability** starts with RAM that can be increased to as much as 132 megabytes—more memory than even the toughest projects usually require. Three NuBus slots and one 040 Processor Direct Slot support expansion options to meet virtually any need, such as graphics acceleration, video capture, and networking. The Macintosh Centris 650 can also accommodate a full-height hard disk that can store 500 megabytes of information.

Prospects

The price and features of the Macintosh Centris 650 will attract mainstream business users and demanding professionals looking for a powerful desktop productivity system that's easy to use and offers a smooth growth path into the future. The system's accelerated video architecture, stereo sound, and CD-ROM capability also make it an ideal media-ready platform for business and education. And it offers an attractive alternative to current users of 80286-based systems who are considering upgrading to Microsoft Windows.

Q&A

What is the difference between the Macintosh Centris 650 and the Macintosh Centris 610?

The Macintosh Centris 650 offers more than 30 percent higher performance than the 610, three NuBus slots instead of one expansion slot, and almost double the maximum DRAM expandability (132MB versus 68MB). Also, the Macintosh Centris 650 can be upgraded to include an FPU.

Why don't old DRAMs work in Macintosh Centris systems?

For all of the new modular desktop systems we have chosen to use an industry-standard 72-pin DRAM. These chips are more widely available and allow for more RAM per SIMM (up to 32MB).

How can the system be upgraded with an FPU?

The Macintosh Centris 650 can be purchased with an FPU. For those who buy it without an FPU, upgrading is accomplished simply by removing the existing 68040LC processor and replacing it with a 68040RC, which includes the FPU. We recommend, however, that this process be done by an authorized Apple service center.

Macintosh Quadra 800

Product Description

The Macintosh Quadra 800 is the highest-performance desktop Macintosh system and Apple's most affordable Macintosh Quadra.

Positioning

Macintosh Quadra power . . . for less!

Key Selling Points

- **The highest performance** of any desktop Macintosh system distinguishes the Macintosh Quadra 800 computer. At the heart of the system is a 33-megahertz 68040 processor that includes a floating-point unit (FPU), a memory controller, and an 8-kilobyte memory cache.
- **Expandability** enables the Macintosh Quadra 800 to support up to 136 megabytes of RAM, a 1-gigabyte hard disk, and multiple storage devices (including floppy disks, hard disks, CD-ROM drives, removable drives, or optical drives). The system's three NuBus slots and in-line 040 Processor Direct Slot can be used for expansion cards such as a 24-bit graphics acceleration card or a video-capture card.
- **Flexibility** is the keyword for Macintosh Quadra 800 display and storage options. The system has built-in support for all Apple displays. With optional video RAM, the number of colors increases to 32,768 on the Macintosh 14-inch and 16-inch displays and 256 colors on the 21-inch display. Storage options include an internal CD-ROM drive and multiple hard disks.
- **More built-in features** than any other personal computer means the Macintosh Quadra 800 is ready to handle demanding applications. Its built-in FPU speeds the display of complex graphics, while its on-board Ethernet capability makes high-speed networking instantly accessible.

Prospects

The Macintosh Quadra 800 is ideal for people who need high-powered workstations for production-level computing. Their time-critical jobs include desktop publishing, prepress, graphics, CAD, and scientific applications.

Q&A

What's the difference between the Macintosh Quadra 800 and the Macintosh Quadra 950?

The Macintosh Quadra 950 offers more features than the Macintosh Quadra 800. These include two extra NuBus slots, 32-bit-per-pixel display capability, a dual-controller SCSI architecture, up to 256MB of DRAM, and support for full-height 5.25-inch devices.

What does the term "accelerated graphics" mean?

Macintosh Quadra 800 graphics are accelerated in three ways. The video subsystem is based on high-speed VRAM that provides faster redraw speed than other architectures. The subsystem has been moved to the 68040 main bus, allowing transfers to and from VRAM without the delays involved in communicating with a NuBus card. And QuickDraw™ routines using 040-specific instructions have been implemented.

Additional Information

For additional information on Macintosh desktop computers, please refer to the following materials:

Brochures

An Introduction to Macintosh	L0074LL/E
Macintosh Classic and Macintosh LC	L0075LL/D
Macintosh Centris	L0398LL/A
Macintosh Quadra 800 and 950	L0078LL/C

Data Sheets

Macintosh Classic II	L0083LL/B
Macintosh Color Classic	L0377LL/A
Macintosh LC II	L0193LL/A
Macintosh LC III	L0381LL/A
Macintosh IIvx	L0322LL/A
Macintosh Centris 610	L0378LL/A
Macintosh Centris 650	L0379LL/A
Macintosh Quadra 800	L0380LL/A
Macintosh Quadra 950	L0253LL/A
Macintosh 12" Monochrome Display	M0916LL/B
Macintosh Portrait Display	M0117LL/B
Macintosh Color Display	L0306LL/A
Macintosh 16" Display	L0152LL/C
Macintosh 21" Display	L0027LL/B
Apple Basic Color Display	L0422LL/A

Reference Guides

AppleFacts	L0327LL/B

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